

Tourism Management

in the
Juarez, Chihuahua-El Paso, Texas
binational region, through the
application of networks

Tomás Cuevas-Contreras
Universidad Autónoma
de Ciudad Juárez
Cuerpo Académico de Turismo 31

Ángela Mora
Museums & Cultural
Affairs Department



Tourism

Attractions
Arts & Entertainment

Healthcare

Parks & Recreation Centers



Leisure

Sports

Museums and Cultural Affairs
Museums and Cultural Affairs

Culture







Porcentaje de ocupacion: 2006

Minimo
60%

Cd. Juarez, Chih.: 65%

El Paso, TX.: 70.5%

Night Average: 1.7 days / Spent more days



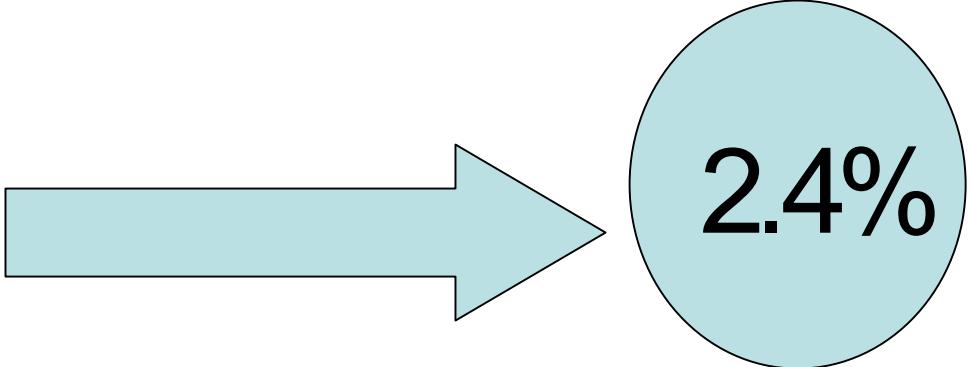


Income : Tourism activity

2006

State of Texas :
\$49,229.038.00

City of El Paso:
\$1,199,000.00





Binational Tourism propose / Propuesta para el turismo binacional

(1) Support tourism development in ELP - CJ.

Apojar el desarrollo turístico en El Paso Tx - Juárez Chih.;

(2) Promote the tourism offer.

Fomentar la oferta turística;

(3) Develop competitive tourism products.

Desarrollar productos turísticos competitivos;

(4) Consolidate the production and broadcasting of information that strengthens the tourism sector.

Consolidar la generación y difusión de la información que fortalezca al sector turístico;

(5) Strengthen tourism promotion.

Fortalecer la promoción turística;





Implications / Lo que implica:

The development of tourism needs to be planned and managed in a manner that does not create ecological and socio/cultural problems in the regions where the tourism activity takes place.

- El desarrollo turístico se debe planificar y gestionar de manera que no provoque problemas ambientales y/o socioculturales en las regiones donde se realiza la actividad turística.

The benefits that stem from tourism should permeate the tourism-receiving communities as to ensure their support and collaboration in tourism development.

- Los beneficios derivados del turismo deben permear a la comunidad de los destinos turísticos, a fin de garantizar el apoyo y la participación de la población local en el desarrollo turístico.



General evaluation framework / Marco general de evaluación

From the development and conclusions of the nets' analysis, a series of emerging strategic programs are developed such as:

Del desarrollo y conclusiones del análisis de redes surgen Programas Estratégicos emergentes como son:



ELP

—

CJ



- Intersectorial coordination.
Coordinación intersectorial.
- Planning and assessment of attractions and products.
Planificación y puesta en valor de atractivos y productos
- Infrastructure improvement.
Mejoramiento de la infraestructura.
- Integration of adjacent municipalities in the tourist destinations.
Integración de los destinos turísticos de los municipios aledaños.
- Communication, marketing and promotion.
Comunicación, marketing y promoción.

New jobs and income/ [Beneficios](#)

- New businesses and investment opportunities in the local environment.

[Nuevos negocios y oportunidades de inversión en el medio local.](#)

- Higher income for the local governments.

[Mayores ingresos para el gobiernos locales \(CJ-ELP\)](#)

- Improvement in the local infrastructure, community equipment and local social services.

[Mejoramiento de la infraestructura, el equipamiento comunitario y los servicios sociales locales](#)

- New and greater markets for local products.

[Nuevos y mayores mercados para los productos locales.](#)

- Improvement and enrichment of recreation and cultural facilities, for both tourists and local residents.

[Mejoramiento y enriquecimiento de las facilidades culturales y recreativas, tanto para turistas como para residentes locales.](#)



ELP

CJ





General Objective / [Objetivo general](#)

To generate strategic actions guided towards a sustainable development of the tourism activity in the Municipalities of Juárez – El Paso, Tx., through the engaged participation and commitment of all tourism sectors and key players as to ensure a better quality of life for community members.

Generar actuaciones estratégicas conducentes al desarrollo sustentable de la actividad turística en la región binacional de CJ-ELP, mediante la participación comprometida de todos los sectores y actores del turismo para lograr identificar a la autoridad moral que influya en una mejor calidad de vida para los habitantes.





Action areas / Áreas de acción

- Management of tourism resources.
Gestión de los recursos turísticos
- Management of the tourism offer
Gestión de la oferta turística
- Tourism products.
Productos turísticos
- Local tourism capacity.
Capacidad turística local



Alliances

Casas Grandes
(CG)

Silver City

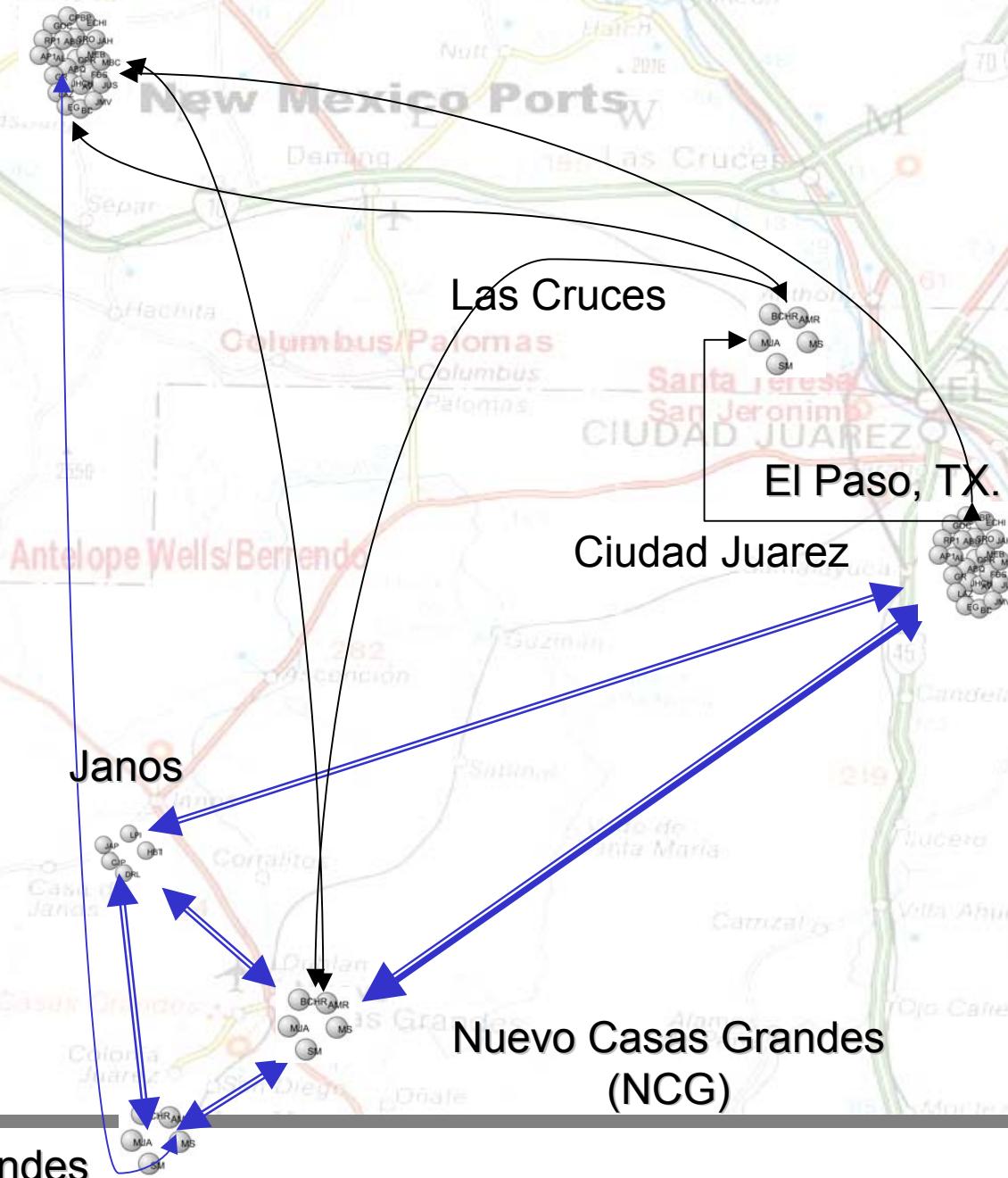
Janos

Las Cruces

El Paso, TX.

Ciudad Juarez

Nuevo Casas Grandes
(NCG)



Researcher Time line

Phase I	<p>Research through surveys: Define characteristics and analysis of variables.</p> <ul style="list-style-type: none">• Questionnaires addressed to key representatives/tourism players, from both region and state.• Interviews with the main tourist activity contributors.	Three months Tres meses 2007
Phase II	<p>Ethnographic research: Study the tourism phenomenon of the Juarez Municipality and those people of influence.</p> <ul style="list-style-type: none">• Ideas about the development in the country and the region.• Type of tourism	Two months Dos meses 2007
Phase III	<p>Documentary research: Bibliographic tendencies.</p> <ul style="list-style-type: none">• Local nets analysis and relationships.• Local capacity as of tourism affairs' management.• Analysis and discussion .	Two months Dos meses 2007
Phase IV	<p>Final formulation and plan presentation.</p> <ul style="list-style-type: none">• Presentation of the revised document. Analysis and discussion.• Development and integration procedures of the conclusions and results for the final version of the plan.	One month Un mes 2007.

Financial requirements

I t e m s		Supports	Totals	%
Administrative	Over Head	Director and assistants	\$17,043.48	44%
Phase I	Surveys and interviews: to local tourism key players, in the Municipality of Juarez and their regional influence	300 surveys, 75 interviews, fuel, material, transportation insurances.	\$8,302.99	21%
Phase II	Type analysis, ideas	Multidisciplinary team	\$3,378.26	9%
Phase III	Local nets analysis, relationship of the local tourism key players in the Municipality of Juarez.	Nets' laboratory, travel expenses to go to Mexico City.	\$9,241.30	24%
Phase IV	Final formulation and plan presentation. Analysis and discussion Development and integration procedures of the conclusions and results for the final version of the Plan	Forum: Tourism Management	\$1,152.17	3%
		Grand total	\$39,118.20 USA Dollars \$ 449,859.39 pesos	100%

Conclusions /Conclusiones



- **Sustainable development of the activity:**
Desarrollo sustentable de la actividad
- **Committed participation of all the sectors involved in tourism:**
Compromiso de participacion de todos los sectores involucrados en turismo
- **Preservation of the local heritage and culture:**
Proteccion de la herencia y la cultura local
- **Qualitative development of the offer:**
Desarrollo cualitativo de la oferta:
- **Increase and redistribution of income, based on equity criteria:**
Incremento y redistribución de los ingresos con criterios de equidad:
- **Change the tourism image of ELP-CJ:**
Cambiar la imagen turística de ELP-CJ





UACJ



Thanks!

Gracias !

Tomás J. Cuevas-Contreras, Ph.D.

tcuevas@uacj.mx

El Paso, TX, August, 21 2007.